March 24, 1957

This Week
MAGAZINE

Richmond Times-Dispatch

How To See America Now!

You can do it with THIS WEEK's key to 2,000 vacation bargains . . . Turn to Page 8

WORDS TO LIVE BY

Two Roads To Adventure

By ROBB SAGENDORPH

Editor and Publisher of "The Old Farmer's Almanac"

Whichever one you choose, you'll discover America — and yourself — says our Almanacker

Haunting the shores of Walden Pond in Concord, Mass., is the powerful memory of Henry David Thoreau. Thousands of miles across the American continent, on the precipitous rim of Arizona's Grand Canyon, are engraved the footsteps of John Burroughs.

Great names, these, shining stars in the galaxy of guides to Nature. Thoreau would lead us to an unspectacular pond. Burroughs would take us ("I came here to find myself, it is so easy to get lost in a busy world") to a spectacle unrivaled anywhere.

Thus is posed for vacation-minded, overworked Americans a choice between roads which may lead to the loosening of our overtaut nerve strings. Shall we take the road to the spectacular, the magnificent, the breath-taking, or the one to a nearby stillness in which the chirping of a sparrow or the splash of jumping trout becomes momentous?

Either road requires courage. Cares do not easily loosen. To discard them it is necessary to find self as well as place. We can unwind and relax only when we wind up our springs of adventure. With the years this becomes increasingly difficult.

Tides, sunset and moonrise, holidays — as a maker of almanacs I find all these timetables useful in guiding us to what I like to call the edges of creation. In arriving there, we must have plans and calculations and all manner of man-made data. But once there, the open sky, sea, canyon, mountain peak or stillness of a pond takes over and regulates our lives and thoughts.

We become once more what we had forgotten, even fought against. In Nature's own house we suddenly feel, not care-worn, but cared for.

Today's WORDS TO LIVE BY *give you two reasons* WHY *to see America now. For* HOW *to plan your trip, turn to Pages 8 and 9.*

HOURLY SHOW: "Old Faithful" goes into its act at Yellowstone National Park

March 24, 1957

This Week THE NATIONAL SUNDAY MAGAZINE

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WILLIAM I. NICHOLS, *Editor and Publisher*

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CREATIVE ENTERTAINING is part of today's good life . . . and you can count on Coca-Cola to make its own contribution to the good taste of your arrangements. When you serve a Coke, you serve the best-loved sparkling drink in all the world.

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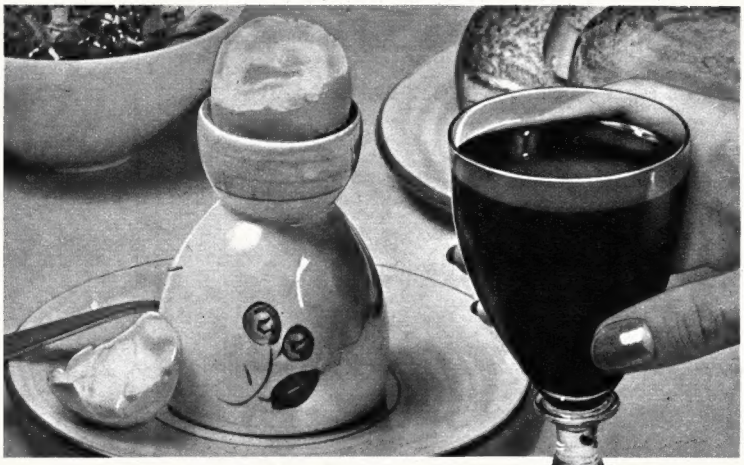

Start the day bright—with the rich, natural prune juice

Bright idea for a bright day—DEL MONTE Prune Juice for breakfast. For DEL MONTE is natural prune juice, with full natural laxative strength in every glassful.

You'll like DEL MONTE's true prune flavor and color, too. And remember, DEL MONTE Brand is tops for quality. Do try it, tomorrow.

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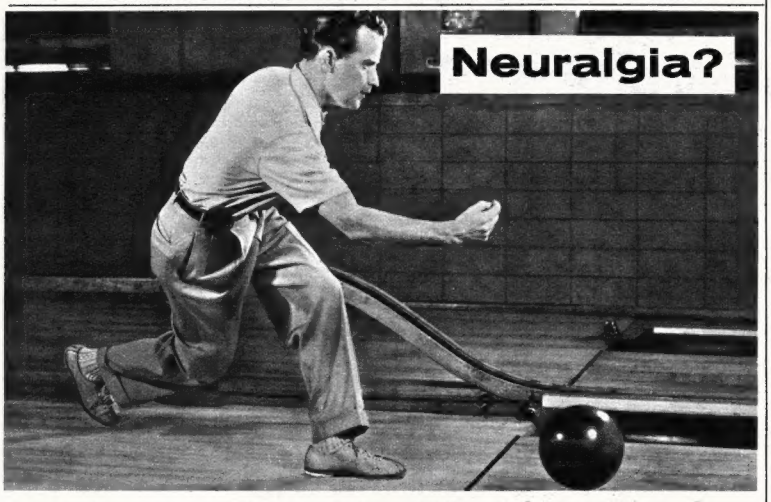

Bayer Aspirin Makes You Feel Better Fast!

BAYER®

And it's one thing most people can take any time—WITHOUT STOMACH UPSET!

When the pain of neuralgia, neuritis or a backache threatens to interfere with your "after hours" fun, take two Bayer Aspirin tablets right away. You can take Bayer Aspirin with complete confidence because it gives you the *quick* relief you want, and the *safe* relief you need! It's so gentle that doctors prescribe it even for small children. Get fast-acting *Bayer* Aspirin *today!*

This Week MAGAZINE

For A Better America

MARCH 24, 1957

Sidelines

DOUBLE TAKE: A recent THIS WEEK article, "How The *Andrea Doria* Can Be Raised," described the novel salvage scheme of engineer Robert K. Bedell, 32, and his son, five (upper photo).

Now we've heard about another engineer, from a friend who mistook him for our expert. He's Robert F. Bedell, also 32; his son is also five (lower photo).

Mistaken-identity puzzles fascinate us. Next week we have a country-wide crew who not only resemble each other, but Garry Moore, too. See if you can pick the comedian from his doubles.

This Week:

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31 LAST LAUGH: Home Tweet Home

Next Week:

How did quiz expert Charles L. Van Doren, of TV's "21" show, amass so much knowledge? He reveals his secret in next week's exclusive article, "My Father Gave Me The Answer."

Names and descriptions of all characters in fiction stories and semi-fiction articles in this magazine are wholly imaginary. Any name which happens to be the same as that of any person, living or dead, is entirely coincidental. The title "This Week" is registered in the U.S. Patent Office. ©1957, United Newspapers Magazine Corporation.

Family Album!

"Goodness, you've outgrown it . . . Well, there's still a lot of good wear in it for daddy"

Don't miss the *fun* of smoking

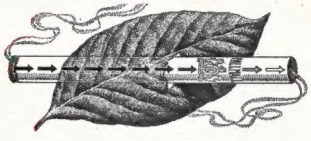
Mildness is a pleasure with Pall Mall!

Your appreciation of PALL MALL quality has made it America's most successful and most imitated cigarette.

Pall Mall filters the smoke– but never the fun of smoking

Mildness is a *pleasure* with PALL MALL because PALL MALL's greater length filters the *smoke*—but *never* the *fun* of smoking. You get every bit of the flavor that makes smoking a pleasure while PALL MALL's greater length of traditionally fine tobaccos travels the smoke further, filters the smoke and makes it mild.
So don't miss the fun of smoking. Buy PALL MALL famous cigarettes in the distinguished red package today!

Don't Miss the Fun of Smoking



For Flavor and Mildness Fine Tobacco Filters Best

Outstanding...and they are Mild!

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BONUS OFFER from Johnson's Wax

-get this free!

Johnson's Kleen Floor—a concentrated cleaner that removes old wax and dirt. Makes 5 qts. of cleansing fluid.

-when you buy this

Johnson's Glo-Coat in the 1-qt. size. It's the beautiful scuff-free shine that almost everybody uses.

You start with your free can of Kleen Floor. It makes 5 quarts of an almost magic cleansing fluid that safely penetrates to the very pores of your floors, removing old wax, discolorations and ground-in dirt.

Then, once Kleen Floor has conditioned your floors so you can see how nice they really are, you merely apply Glo-Coat. It seals your floors (even the pores) and lays a hard, bright shine on the surface. A beautiful scuff-free shine that makes your floors look new again.

Remember, it's spring-cleaning time and bright, shining floors make such a difference—all through the house. Get your free can of Kleen Floor with purchase of one quart of Glo-Coat now... *it's the next best thing to a brand-new floor.*

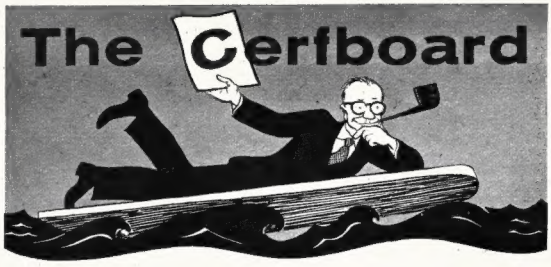
"Johnson's", "Hard Gloss", "Glo-Coat" and "Kleen Floor" are registered trademarks of S. C. Johnson & Son, Inc.

for Spring—2 step beauty treatment for winter worn floors!

(It's the next best thing to a brand new floor!)

1 No problem now about what to do with your discolored, winter-worn floors. Your free can of Kleen Floor safely removes old wax, discolorations and ground-in dirt, conditions your floors for a scuff-free Glo-Coat finish.

2 Now for the shine of shines—Glo-Coat. Goes on easily, then dries to a hard, bright shine. If you want to make your floors look new again, better get in on this special Kleen Floor—Glo-Coat offer right away!



Private Diary Of A Secretary

Bennett Cerf

A lovely young lady completed a secretarial course in South Dakota and headed for New York to win fame and fortune. She landed a job in a very big publishing outfit and soon became the top editor's private secretary.

"Give me some idea of a typical day at the office," pleaded her mother back home. So the young lady drew up the following schedule for her.

9 A.M. Arrive for work. Nothing much to do until boss man and his assistant editors arrive about an hour and a half later.

10:35 Adjust telephone-ringing mechanism for editor with hangover.

10:40 Take elevator down to get 16 cups of coffee; four with cream and sugar, three with cream but without sugar, four with sugar but without cream, five black. Also get one tea, one black raspberry tonic and a chocolate bar. Distribute.

10:55 Extract editor from typewriter ribbon which he tried to change himself. Clean his suit and necktie.

11:10 Sold editor 31 one-and-a-half-cent stamps, three 22-cent stamps, found Havana and Miami plane schedules for him and weighed his empty suitcase.

11:25 Typed 12 letters for editor doing comparative shopping for refrigerator.

11:40 Take fast-typing lady editor up to first-aid station with broken finger nail. She is hysterical; has date to meet famous author that evening. Promised to buy her fake finger nail during my lunch hour and give her manicure. Bucked her up with coffee laced with desk brandy.

12:15 Go out to lunch. Very hard to find fake finger nail.

1:10 P.M. Sewed on button for editor. Didn't have needle and thread so used hair pin and thread torn from old book binding.

1:40 Manufacturing department requests I tape together 100 galleys torn into small pieces by mistake between here and printer's plant.

2:30 Boss man and assistant editors drift back from lunch in time to watch something or other on office TV. Jokes heard during luncheon break phoned to several pals. I pretend I do not understand them all.

3:00 Help lady editor who put feet in desk drawer while reading and got stuck in that position.

3:10 Count how many times word "and" is used in our big new novel for research department.

3:20 Water the stock again. Sixteen coffees.

3:40 Nail heel back on editor's shoe.

4:10 Boss man throws lighted match into trash basket, sets it afire and flees in panic. I extinguish the blaze.

5:00 I miss my train because boss man finally begins dictating answers to morning mail.

The happy ending. The boss man called me in to an office party at six, handed me a present (perfume the Stork Club had given him at lunch) and then they read me this poem:

Mirror, mirror on the wall
Who is mother to us all?
Sewing, feeding, typing, choring,
Smiling sweetly while we're boring?
The Joan of Arc from South Dakota.
To a saint we should promote her.
Lady fair, our thanks and more.
Look! Our foreheads touch the floor.

They should write better poetry, but the sentiment is fine. That's how it is, Mom — and do I love it!

— BENNETT CERF

How I stunned my mother-in-law

It wasn't that I didn't like the old girl, you understand. It was simply that she thought I didn't know anything about money. One day I mentioned it to a friend.

"Do you own any common stock?" he said.

"No," I said, "but what's that got to do with my mother-in-law?"

"Do you own any bonds?" he said.

"No," I said, "but what's that got to..."

What it means to be a shareowner

"When you own common stock," he said, "you own part of the company. When it makes a profit you get your share in dividends. If it grows the way some of 'em have been growing, the value of your stock can grow, too. While you work for one company you're part-owner of another. Income from both. Smart, eh?"

"I was talking about my mother-in-law," I said.

"When you own the usual kind of bonds," he said, "the company owes you money. It pays you interest and in the end it pays back the bond. But don't let anybody slip anything over on you. Get the facts before you buy stocks or bonds. You can't afford to risk your money on tips. Stock prices go up and down. A company may not make a profit or pay a dividend."

"Look," I said, "what's that got to do with my..."

Free booklet gives facts

"Get yourself a little book," he said. "INVESTMENT FACTS," it's called. It's free. Shows the records of about 280 stocks on the New York Stock Exchange that have paid cash dividends every three months for 20 to 92 years. Think of that!"

"Look, George," I said. "You've got me kind of interested. But the subject of our conversa—"

"Not only that, it tells you about the Monthly Investment Plan. With the Plan you can become a shareowner in some of the most famous companies in America for as little as $40 every three months. Helps you invest *regularly*. Pay as you go. Drop in on a broker with a Member Firm of the New York Stock Exchange. He'll welcome you and give you good advice. He'll help you get facts you want. And he'll give you that swell little book."

"But, George," I said, "I'm in a little trouble at home – remember?"

"Follow my advice, Al," he said, "and you'll be out of it. Well, I better get going. You better, too."

That's how I happened to start in the Monthly Investment Plan. Smartest thing I ever did. Got my first dividend check last week.

Oh yes, I forgot. I showed it to my mother-in-law. Absolutely stunned her. She didn't know I had it in me to be smart about money. Baked me an apple pie on the spot. It wasn't bad.

Thanks, Al. And now what about you? A visit to the nearest Member Firm – or sending in the coupon – might be the start of unprecedented tranquillity in your family. Two out of three shareowners have incomes under $7500 a year. Why don't you, too, get going?

Own your share of American business

Members New York Stock Exchange

For offices of Members nearest you, look under New York Stock Exchange in the Stock Broker section of your classified telephone directory.

Send for new free booklets. Mail to your local Member Firm of the Stock Exchange, or to the New York Stock Exchange, Dept. 7F, P. O. Box 252, New York 5, New York. Please send me, free, "INVESTMENT FACTS," and *"$40—and I'm an owner of Common Stock."*

S-11

NAME_____

ADDRESS_____

BROKER, IF ANY_____

This Week
MAGAZINE

How To See America Now!

Something new is being added to the American outdoors. Here's how your family can get in on it

By STANLEY B. HORSTMAN
This Week Travel Editor

Camping: Parks are perfect for it

THE ORIGINAL SPECTACULAR: You'll never see anything more

There's a new phrase you'll be hearing more and more these days which can mean a lot to you in terms of fun, health and happiness — at bargain cost.

The phrase: "Mission 66." But what is it?

It's an ambitious 10-year program, announced early last year by the U.S. Department of the Interior, to preserve and improve our great National Park System for your benefit.

"Mission 66" already is well underway. New roads and trails are being built, much-needed personnel is being added, man-made eyesores are being removed, and new structures erected. All this so that American vacationists may fully enjoy the majesties of nature that have escaped the blights of modern civilization.

To really enjoy our National Parks, you've got to know how to get to them, what you can do when you've arrived. In short, you need an up-to-date map and guide to avoid hit-or-miss planning.

But since 1948, no single, comprehensive map of our National Parks, forests and other publicly operated areas has been published by the government.

That's why THIS WEEK, as its contribution to "Mission 66" and to your enjoyment, asked Rand McNally & Company to prepare a large (51¾"x34⅜") map locating the entire U.S. National Park System, *plus other federal and state areas — well over 2,000 in all.*

As a key to the five-color map, Rand McNally also has published a 28-page guide to bring you up to date on the latest improvements and facilities in these areas, which now, more than ever before, can be considered "America's most exciting vacation bargain." These two are offered to THIS WEEK readers at the combined price of $1.00. *Once our offer — map and guide for only $1 — has expired, the map alone will be priced at $3.*

While preparing the map and guide, the publishers had the full co-operation of each of the 48 states, as well as the National Park Service, the U.S. Forest Service, and many other federal agencies.

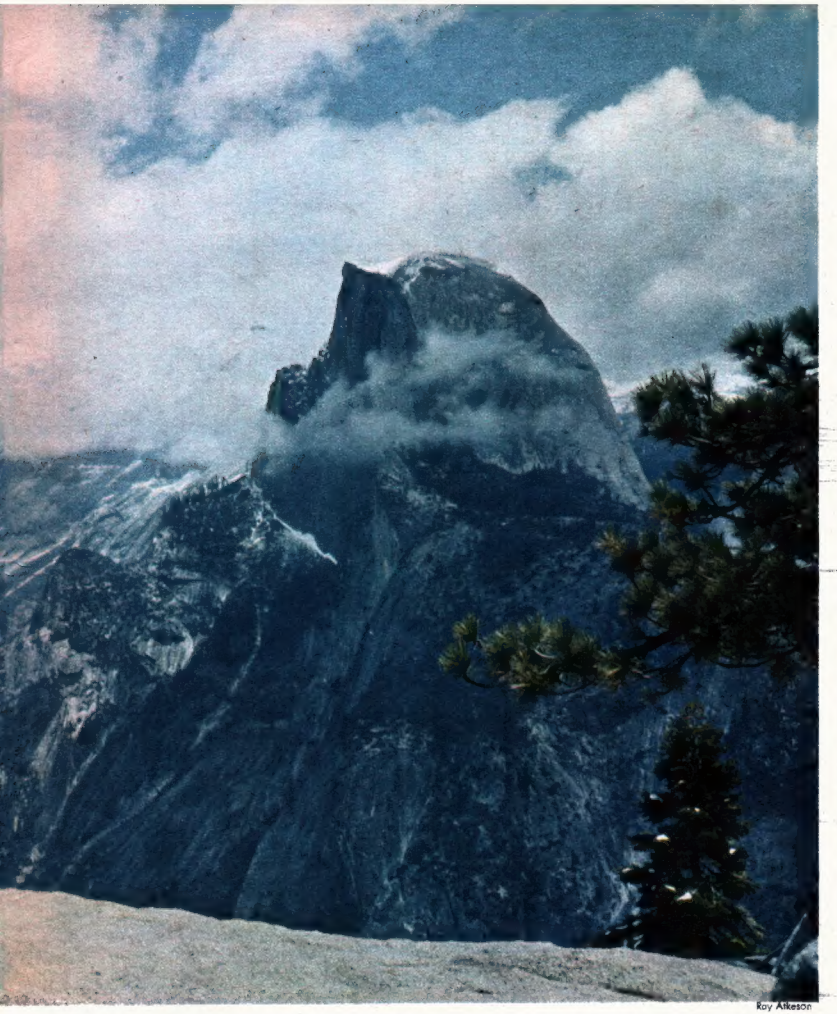
Sum total of all this co-operation is, we believe, the biggest, best, most useful blueprint for your 1957 vacation that you can obtain anywhere at any price!

What, specifically, is "Mission 66" already doing to make your 1957 "all-American vacation" a thrilling, satisfying experience? Here are just a few of the many improvements:

- Additional campgrounds are under construction in many areas.
- Fourteen of 100 new information centers — starting points for your National Parks vacation — have been completed, are under construction or are authorized for this year.
- New ones in Virginia — at Yorktown and Jamestown — are serving visitors on the occasion of the 350th Anniversary of the founding of Jamestown.
- One has been completed on the South Rim of the Grand Canyon.

Why are these areas called our "most exciting vacation bargain"?

First, they offer the most picturesque, awe-inspiring scenery in the U.S.; the finest facilities for camp-



Ray Atkeson

impressively beautiful than our own U.S. itself. This startling view is from Glacier Point, Yosemite

ing, hiking, boating, swimming and fishing; the perfect opportunity to see great sections of our country in an unspoiled, primitive state.

Second, they offer you more fun for your money. National Park fees, as well as charges in other areas of the National Park System, are extremely low. In many parks, hotels, lodges and camp and trailer sites are available at prices controlled by the National Park Service. Adjoining most areas are private facilities — dude ranches, hotels and motels — to fit every budget.

Fishing: It's fun for the whole family

Don't forget the multitude of state parks, historical sites and monuments, many near your own home, which provide the perfect solution for families on short vacations. More than 1,600 of these are shown on the map, and their facilities are described in the guide.

If your vacation route should take you to neighboring Canada, you can locate all of Canada's National Parks on a special map and read about each park's attractions.

So start planning to see America now!

Outline your 1957 vacation carefully, wisely and economically by using THIS WEEK's brand-new map and guide. The map is printed on tough bond paper with 50 per cent rag content. It will stand lots of folding and unfolding while you're traveling. And remember, it's the only up-to-date map of its kind — complete with the newest major highways.

You can get your new map (plus 28-page key guide) by filling out the coupon at right and mailing it, with $1.00, as directed. If you're not satisfied, return them to the address given in the coupon, and we will refund your money.

Fred A. Seaton

The Secretary of the Interior says: "FINE AND USEFUL..."

"THIS WEEK is performing a distinct public service in issuing . . . this fine and useful map, at a time when constantly greater numbers of Americans are seeking places in the out-of-doors where their growing leisure may be spent pleasantly and profitably . . .

"Though the National Park System, through its Mission 66, the National Forests, the National Wildlife Refuges and other Federal lands must meet a great part of this demand . . . other agencies of government have also an increasingly important part to play in making possible the wise and healthful use of leisure time.

"Your readers will find THIS WEEK's new map and guide, prepared with the cooperation of The Department of The Interior, a most useful document."

Fred A. Seaton

SECRETARY OF THE INTERIOR

MORE FOR YOUR MONEY!

The short cut to thousands of vacation bargains

THIS WEEK Magazine
P.O. Box 239, Radio City Station.
New York 19, N. Y.

Please send me THIS WEEK's *map and key guide to National and State Parks, Forests, etc. I enclose $1. I understand that if I am disappointed, I may return them, and my $1 will be refunded.*

Name_____
(Please print name and address plainly)

Street_____

City_____ Zone

State_____

Larry Fried Photos

WASHING UP: That's Jenny at the sink (it's her day for the dishes) and Gerry at the windows. Both jobs rate pay, but dishes are compulsory as well

Don't Bribe Your Kids — Hire Them!

... and chores get done. Child experts say her system's wrong, but this mother says, "It works!"

By VALERIA WINKLER GRIFFITH

Our friends complain that it is hard to find workers for odd jobs. Their next lament is that children are so resistant to working around the house. To me this indicates the mishandling of the finest source of manpower available to the average home.

I left a recent P.T.A. meeting early explaining to the group that my son Gerry had cut the grass that afternoon and would be waiting to be paid so that he could purchase equipment for his laboratory.

There was a moment of silence and then my neighbor spoke, surprise and reproof in her voice. "You don't mean you pay your children for doing home tasks?" I admitted that was the case.

"But," she persisted, "isn't that putting the home on a pretty commercial basis? Children should work because they are a part of the family and feel a pride in participation."

"Perhaps," I said. "At any rate, if your George cuts the grass out of sheer pride and joy in participation I'm all for it."

"Oh well," she hedged, "most of the time his father does it. You know how boys are."

I drove past my neighbor's house. There sat George in the overgrown grass tinkering with a gas-powered plane whose purchase price he had wheedled from his father. At home I inspected the lawn, Gerry took his money and went off to buy —— *Continued on page 12*

How Much Is A Chore Worth?

Mrs. Griffith warns that prices paid for kids' chores have to be flexible, based on income and other factors. The Griffith family rates might not apply to your household. But they can be of help as a rough guide:

Lawn Mowing: $3.50. "Our yard is big and hilly. We have both rotary and reel power mowers."

Dishwashing: 25 cents for the dinner dishes. The Griffith kitchen has garbage disposal unit, mechanical dishwasher and other labor-saving devices. For company dinners, the pay's higher.

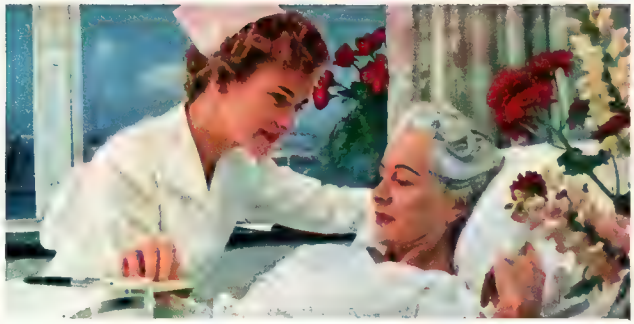
Window Washing: Five cents per pane. But the glass which covers one side of the Griffith house, 20 feet high and 14 wide, is a real steeplejack job, and pays $1.20.

Book Dusting: Five cents per shelf. "This job goes slow, because Jenny reads a part of practically every book she dusts. That's a good reason for not paying by the hour."

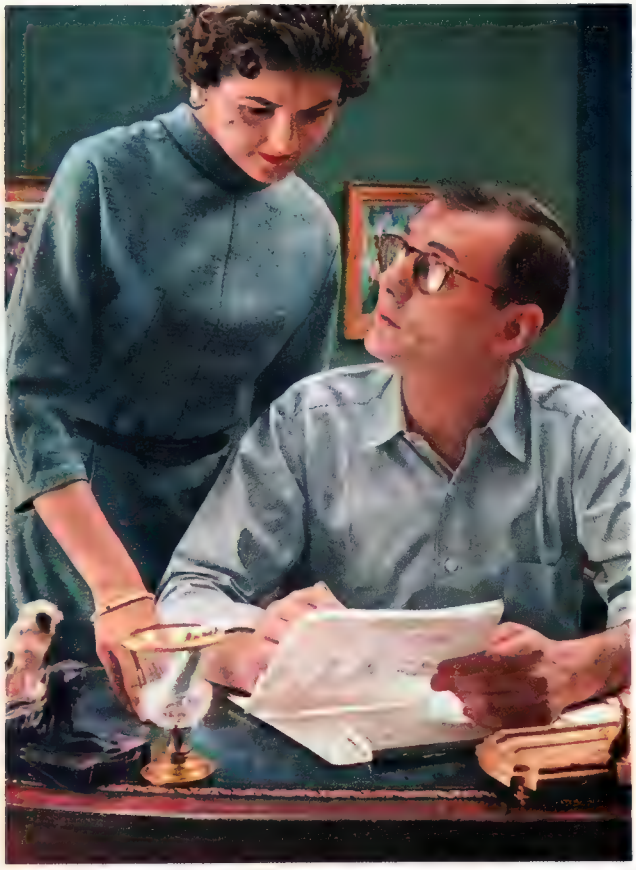
Snow Shoveling: The terrace pays 25 cents for the first inch of snow, 10 cents for each subsequent inch. Path to service door — 10 cents no matter how deep the snow.

Organizing Dresser Drawers: 10 cents per drawer. "Jenny has a windfall with this chore because she usually finds something I'm glad to let her have to carry off to clutter her own drawers."

Prudential announces 3 outstanding advances in its sickness and accident protection . . . .



Every day of the year over 58,000 people become hospital patients . . . every minute of the day 20 patients undergo operations.



This year over one-half million families will have hospital and medical bills greater than their total annual income.

MAJOR MEDICAL EXPENSE PLANS

Now you and your family as individuals can have the kind of Prudential protection against staggering medical and hospital bills formerly offered by Prudential only to employee groups. Unlike the usual hospital-surgical plan, Prudential's Major Medical Expense Policies are designed to help pay for the recurring expenses of serious sickness or injury that require prolonged care and treatment.

HOSPITAL AND SURGICAL EXPENSE PLANS

Now you and your family can have a plan, not just up to age 65—but for your entire lifetime—that will help meet the normal costs of hospital confinement and surgery. Prudential's newly designed Hospital and Surgical Expense Policies offer you this important added security.

Each year a fortune in paychecks is lost because more than 4½ million Americans become unable to work for a month or longer due to sickness or injury.

INCOME PROTECTION PLANS

Now plans are available that will provide benefits not only for two, five or ten years but also for much longer periods all the way up to age 65, if you qualify. Prudential's new and unusual Income Protection Plans have expanded the usual time limits on this type of coverage to provide you with this much needed protection during your earning years.

TW

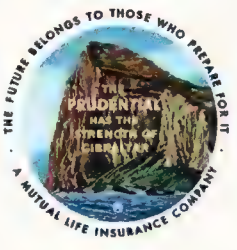
THE PRUDENTIAL
INSURANCE COMPANY OF AMERICA
P. O. Box 36, Newark 1, New Jersey

I would like to know more about Prudential's new advances in Sickness and Accident Protection. Please send me, without obligation, more detailed information on how these plans will benefit my family and me.

NAME_____

STREET_____

CITY_____ STATE_____


THE FUTURE BELONGS TO THOSE WHO PREPARE FOR IT
THE PRUDENTIAL HAS THE STRENGTH OF GIBRALTAR
A MUTUAL LIFE INSURANCE COMPANY

CAR REPAIRS: Of common interest — so no pay

Continued from page 10

The Griffiths Find The Payroll

chemicals. He had done a good job, I had paid a fair price and we were both satisfied.

Friends present numerous though vague contentions against our having Jenny, 11, and Gerry, 16, on the family payroll. Child-guidance authorities argue against it with forceful language. They say you shouldn't bribe children. I say I'm not bribing them, I'm hiring them.

Naturally we don't hand out cash every time Jenny sets the table or Gerry carries in firewood. I expect Jenny to be in the kitchen with me when I'm cooking dinner not only because I need her help but because she is learning the job of home-making. When there is engine trouble or mechanical failure of home equipment Gerry and his father look into it as a matter of course. We all agree that these are services of common interest and do not rate pay.

The tasks that carry a schedule of pay include wood cutting, snow shoveling, cupboard organization, garage and furnace room care, window washing, lawn mowing, car washing, book dusting, weed pulling and, yes, dish washing. Not all of these jobs are done by the children all of the time. Our plan is flexible — I even do a little work myself!

Clothing, music lessons, school, camping and similar expenses are paid for out of the family pocketbook. Each child receives a weekly allowance covering small regular expenditures.

Delightful but nonessential items like an electronic brain kit or a Swiss music box are paid for by the children out of money they earn. On the more practical side Gerry earned the money for his rifle, Jenny accumulated half the price of her bicycle, together they bought a used typewriter and each has savings bonds.

One rewarding feature of the payroll system is that it has all but eliminated begging at our house. Jenny dashes in from school and says, "Susan has a new song flute and I want one. Have you any jobs that add up to a dollar and a half?"

Jenny's enthusiasms can be as fleeting as they are passionate. By the time she has earned enough for a song flute, she is quite likely to use the money toward a bicycle. Many an unwise purchase is sidetracked during this cooling-off period.

Happy Shopping Trips

I like to go shopping with my children. We carry our own money and make our own decisions. There are none of the yearning glances, wistful sighs and open demands that mar so many family expeditions. Gerry picks up a book and says, "This looks good, but I don't think it's worth three dollars to me. I'll try to get it at the library."

When Jenny buys me a birthday present it is with money she has earned and thus the gift is enhanced in her eyes and mine. Financial independence is a contributing factor toward self respect. This holds for children as well as adults.

He sure knows his business, doesn't he?

And he should, for it's the job of an expert—your local agent—to determine exactly the insurance protection you should have. His knowledge of insurance, his experience and his personal interest enable him to give you sound advice.

It is the business of a Capital Stock Company agent or broker to see that you get the proper insurance coverage and to help you if you have a claim under your policy. He is one of 200,000 *independent* local agents and brokers in business for themselves, to serve you.

Your local agent is nearby. He's handy when you need him fast. You can talk to him any time. He will see that you have the right kind of insurance and the right amount, whether it's fire or any other insurance. So, for quality insurance service, see your independent local Capital Stock Company agent.

CAPITAL STOCK COMPANY INSURANCE — Standard protection

For quality, look for this symbol. Only an independent Capital Stock Company agent or broker may display it.

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System Has Advantages

Every system runs into snags and ours is no exception. Since no one in our family was born with a love for dish washing, a conference fixed a price on the job and relegated it to Jenny and Gerry on alternating nights. At the beginning of the second week Jenny said, "I still have the money I earned last week and I don't care to do any more dishes until I've used it up."

Gerry Does It My Way

This is the kind of unassailable logic that is native to children. It threatened a complete breakdown. We finally agreed that as long as dishes continued to get dirty, grass to grow and snow to fall the persons taking on these jobs would have to carry on unless stymied by illness or pressing social engagements.

I have yet to meet a teen-ager who polished windows for the pure joy of viewing the glittering panes. To Gerry a window is clean if it permits a reasonably good view. I want a window to sparkle. Since I'm paying, Gerry is perfectly willing to do it my way.

I sympathize with my P.T.A. friend who wants her children to work at home because of pride and joy in participation. What she may not realize is that children and adults don't see things alike. Gerry feels that our half acre of yard would be more interesting if allowed to revert to its natural wooded, weedy state. He may be right — but his father and I want a smooth green lawn. I don't feel we're out of line to pay him to help us get it. —— **The End**

CONFERENCE: Griffiths think financial independence gives kids — and adults too — a feeling of self respect

A new kind of deodorant...
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rolls
on!
More effective than messy creams—easier to apply than drippy sprays.*
Not a crumbly stick!
Here's a wonderful solution for your perspiration problems. Without mess, drip or smear, that revolving marble in the top of the BAN bottle spreads on just the right amount of quick-acting lotion deodorant. BAN protects you against odor a full 24 hours, won't harm clothes —is perfectly safe for normal skin. Get BAN today!
*In a recent survey against the leading cream and spray deodorants, 7 out of 10 prefer BAN.
Works as no other leading deodorant can!
P.S. to Men! Ban's the answer to a Man's perspiration problems, too! Gives positive 24-hour deodorant protection. No sissy smell!
BAN
ANOTHER FINE PRODUCT OF BRISTOL-MYERS, MAKERS OF BUFFERIN AND IPANA®

Wouldn't it be *fun* to go Swept-Wing in this Dodge Custom Royal Lancer 4-Door! Clothes by B. H. Wragge.

Step into the wonderful world of AUTODYNAMICS!

Swept·Wing Is Sweeping The Country!

It unleashes a hurricane of power

It breaks through the vibration barrier

It is swept-wing mastery of motion

Autodynamics . . . it holds you snug to the road on curves with race-car torsion bar suspension. This is just one of the sensational benefits of new Torsion-Aire "Realm of Silence" Ride.

Well, it's happened. People who have been "sold" on other makes of cars *for years* are making the swing to the Swept-Wing Dodge.

It took quite a revolution to break them away—and Dodge touched it off with *Autodynamics*.

Here is a world where *everything is new from road to roof* to create a master of motion that teams *sports car lowness* with *limousine luxury*.

It unleashes a hurricane of power from a thundering aircraft-type engine (up to 310 hp.). Tames a tornado of torque with new Push-Button Torque-Flite that packs a silk-smooth 1-2 punch. Breaks through the vibration barrier into a "Realm of Silence" with amazing new Torsion-Aire Ride.

You really should stop in at your Dodge dealer's and find out what's behind the big swing to Swept-Wing. Take a drive and discover the difference. You have never seen, felt, owned anything like it!

SWEPT·WING '57 Dodge

Now! TWO different full-hour Lawrence Welk Shows each week on TV! "Dancing Party" and "Top Tunes and New Talent"—ABC-TV.

Guy Gillette

BIG-TIME ATHLETE: But Ken Sears had only one date in high school

A basketball star tells why

"It's Tough To Be Tall"

Six-ten is a nice height on a basketball court. But it's a problem elsewhere. Here's how one boy solved it

By KEN SEARS as told to Bruce Lee

I've had to learn to smile tolerantly when people gape at me and make unfunny jokes. I'm a fairly normal person in every way but one: I am six feet, 10 inches tall.

I hear a dozen wisecracks a day about my height. They still don't strike me as very funny, but I can put up with them better nowadays. Two years ago I was so self-conscious I couldn't have told this story.

That's despite the fact that science says I represent a trend in the U.S. male. Men are growing taller than either their grandfathers or their dads, and they're getting up there at an earlier age. The trouble is, I'm ahead of my time!

As a result, I can't get a decent night's sleep in a normal bed. I duck to walk through a doorway. Driving a car, I hunch down to see through the windshield. I can't even get all of me wet at the same time under a shower.

But all of that is mere inconvenience. You soon learn to put up with it. The real trouble with height goes a lot deeper.

As a high-schooler, I was so embarrassed by my height that I was close to a mental crack-up. I couldn't dress like the rest of the kids; I had to wear men's cast-off trousers. I wanted to date girls, but I looked so silly with them that I stayed away from them all. I didn't learn to dance until last year. I still haven't married.

Basketball at high school in Watsonville, Calif., where I grew up, and at Santa Clara University was my only emotional outlet. It dragged me out of the dark corners where I'd hidden to avoid stares. I'm 23 years old now and have just finished my second regular season with the New York Knickerbockers, of the National Basketball Association.

Folks have been saying since I was 15, "My, isn't that Sears boy *ever* going to stop growing?"

Apparently—— *Continued on next page*

Kill bathroom odors fast with Colgate's new Florient

Makes air smell flower-fresh

NO WICK • NO WAIT • NO WASTE

One Spray of Colgate's new Florient instant-action Air Deodorant quickly kills unpleasant household odors—cooking, smoking, bathroom, pets, musty closets, baby's room, and sick room . . . at your grocery or drug store.

NOW IN 4 FRAGRANCES: FLORAL, SPICE, MINT, PINE

GET NUACE CARE!

Closets, drawers, envelopes are no place for precious snaps — give them NUACE care! NUACE Mounting Corners and Albums keep snaps *flat* forever — no *curl, crack,* or *crumple!* — 3½¢ per print protection! 10¢ or 25¢ packs, 12 colors. Photo, drug, dept., 5 & 10¢ stores.

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Don't just shave . . . Use
AERO SHAVE!
(and save 20¢)
AERO SHAVE
push-button LATHER
Never before a lather so rich, so creamy, for so *little money!* Get AERO-SHAVE Push-Button Lather. Only 59¢!
Not 79¢ Not 69¢ Only 59¢

...Chicken of the Sea® is the tuna with the delicate flavor!

To be sure, look for the mermaid on the label.

® CHICKEN OF THE SEA IS A REGISTERED TRADEMARK
A DIVISION OF THE VAN CAMP SEA FOOD COMPANY

I've Got A Question

"No Way To Stop Growth"

QUESTION: *"Is there any way of controlling height in children?" asks Mrs. Ellen Meehan, of Los Angeles, Calif. "Not abnormal growth, but just natural growth? For instance, if my girls should begin to grow to the height of say, five-nine, and look as if they might be getting taller yet?"*

We took Mrs. Meehan's question to the American Medical Association for this answer:

"Tall children will be tall. No way is known to stop normal growth. Often a teen-age girl suffers from being taller than boys her own age for a year or two. But when the boys catch up, her tallness becomes an asset. In any case, the only answer medical science has for tallness is psychological adjustment."

Donald A. Dukelow, M.D.,
Bureau of Health Education, AMA.

Behind Dr. Dukelow's phrase, "psychological adjustment" often lies a moving, human story. Young Ken Sears (above), today a basketball star, was a few years ago tormented by his height. His story begins on page 15.

"It's Tough To Be Tall" — *Continued from preceding page*

not. I added an inch last year. Knickerbocker coach Vince Boryla thinks that's wonderful. Personally I wish I were six-two.

I've wished that since 1948. As a freshman in high school, I was an unspectacular five-ten. Then the summer between my freshman and sophmore years in 1948, I shot up six inches like Jack's uncontrollable beanstalk.

My father and mother are tall but not exceptionally so. My dad, Mark, is six-one and a half and 170 pounds. My mother, Vivian, is five-eight.

Doctors told my parents, "Excessive weight can be reduced, but there's nothing doctors can do about height."

As a result I can unscrew a ceiling light bulb without getting up on a chair — but light bulbs don't burn out fast enough.

I have to buy special extra-long neckties. The average tie comes about halfway down my chest. All of my clothes are tailored, including shirts. And a tailored wardrobe is mighty expensive.

In a movie, I insist on an aisle seat for leg room. Otherwise, my cocked knees bump the head of the person in front of me. He glares and I have to mumble an apology.

I've upset many a dining-room table too. Unless I'm careful, my long legs knock it over, whether when I'm sitting in or getting out of a chair.

As a kid, I really tried to hide my head in the sand, even in athletics. When I was a senior in high school — height six-seven — coach Emmett Geiser talked me into turning out for track.

"You should be great in the high jump," Geiser said. "Just step over the bar."

Well, wearing bulky sweat pants and shirt, I won the high jump easily at five-nine. But I refused to try for the league record of six-one, because it would mean stripping off my sweat suit and letting people gawk at my lanky body. In basketball, I was last man on the court and the first one off, to cut down on viewing time.

"Hello, Fine, Good Night"

I had only one date with a girl in four years of high school. And my total conversation consisted of three words — "hello" when I met her, "fine" when she asked me how I liked the movie, and "good night" at 9:30 p.m. During the glamorous nights of school proms and balls, I stayed at home and read. But I was lonely, and doctors tell me now that at that point I was dangerously close to a breakdown.

Two incidents stand out as turning points during the basketball therapy.

The first came in 1952 when I was a six-eight college sophomore at the University of Santa Clara and we played Kansas with its All-American Clyde —— *Continued on page 18*

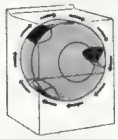
WESTINGHOUSE SPACE-MATES

wash and dry at the same time* in a space 25 inches wide!

fit easily into a closet
in laundry or kitchen (50 inches wide)
in a utility room or washroom
side by side in a laundry center

*FULL FAMILY-SIZE WASH LOADS

- Laundromat below, Dryer above, do two 8-pound loads automatically.
- Laundromat gives you Revolving Agitator washing; Electric Dryer has faster, thriftier, Direct Air Flow . . . is easily vented.
- Install as separate units or build in—fit them into a counter, side by side—or each can be made portable with a simple low cost accessory.
- "Open stock." Buy one now . . . add the Mate later. In 5 Confection Colors.



Revolving Agitator washes cleaner, rinses better, cleans itself! There is no old-fashioned center-post. Clothes are placed *inside* the agitator which revolves constantly, lifting, turning, plunging clothes 50 times a minute. Then comes exclusive Lift-away rinsing that drains water *away* from—not back through clothes. It's the New Way to Wash—and Years Ahead!

WESTINGHOUSE EXCLUSIVE SPACE-MATES SAVE YOU TIME, SPACE AND MONEY

suggested list prices:

$229.95 Laundromat

$169.95 Dryer

$399.90 Complete

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Westinghouse

GOT THE
HOT CIGARETTE
HABIT?

BREAK THAT
HABIT WITH
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KING-SIZE WITH FILTER
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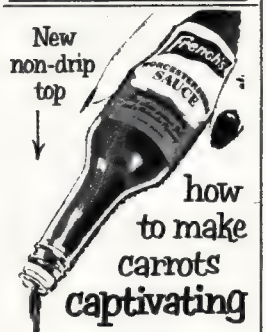
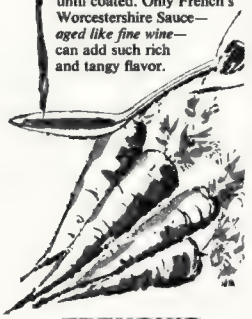
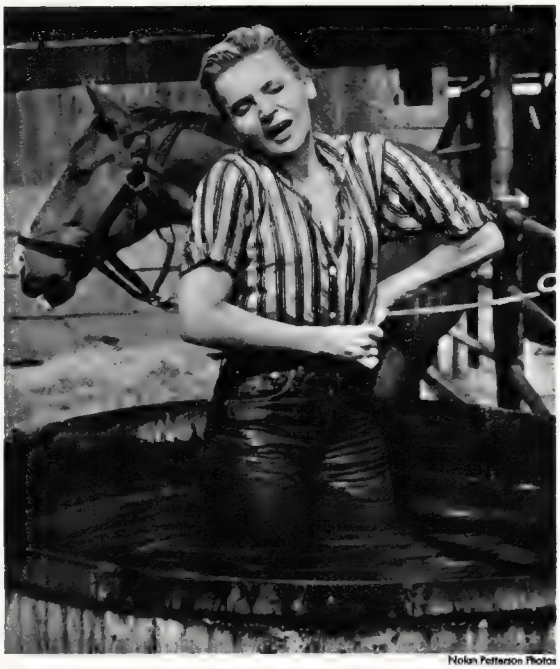


how
to make
carrots
captivating

Combine 4 tablespoons butter, 1 tablespoon sugar, 1 tablespoon French's Worcestershire Sauce in a skillet. Add 1 bunch cooked, drained carrots. Stir until coated. Only French's Worcestershire Sauce—*aged like fine wine*—can add such rich and tangy flavor.



FRENCH'S
Worcestershire Sauce



Nolan Patterson Photos

SHRINKING: Elaine's bluejeans were a mite too large for her — so . . .

Movies

The Girl

Skin-Tight

Elaine Aiken tries out an old Western tailoring trick

No, the girl on these pages is not all wet. She knows exactly what she is doing, which is shrinking a pair of bluejeans to fit her very shapely figure so that she can delight the eye of movie fans in a forthcoming Western called "Lonely Man." Her name is Elaine Aiken.

Maybe because she fits bluejeans so snugly, or maybe because she has a fresh look, she has just landed a dream contract in Hollywood — two pictures a year and the rest of the time for her own choosing, which is to live in New York.

It all happened fast. In Los Angeles

"It's Tough To Be Tall" — *Continued from page 16*

The Basketball Cure: It Worked For Sears

Lovellette, who stood six-nine and weighed 235 pounds.

When I met Lovellette on court, I gasped. "My gosh, but you're big," I said. The dawn was breaking. Sure, I had noticed his size as I would extra thick glasses or especially prominent teeth. It didn't mean I was ridiculing him.

Full daylight didn't break, however, until 1955. After my final college season, I joined the San Francisco Olympic Club basketball team, and we surprised even our best friends by reaching the AAU semi-finals at Denver. I was six-nine then.

We were beaten in the last seconds, but I had a pretty good night — 28 of the 51 points the team scored.

"Now I Can Smile"

Minutes after the game was over, I received the greatest thrill of my life: a telegram which read, "Congratulations. All of Watsonville is proud of you." Signed by nearly everybody in town, it was exactly six feet nine inches long.

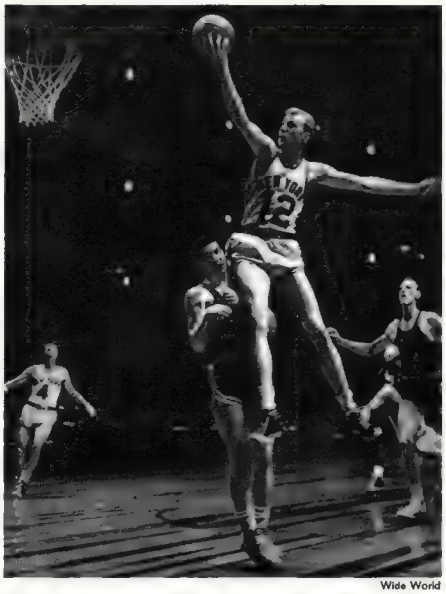
I'll never forget that — those people whom I had avoided so often at home actually wanted to brag about me.

The Knickerbockers picked me as their first draft choice from among the college players of 1955. I've found I have a couple of advantages and one big disadvantage in pro ball. Despite my height, I am agile and well co-ordinated. Also, if you'll pardon a little boasting, I'm a fairly good shot from anywhere on the court.

But I don't weigh enough to bang into a melee under the basket and hold my own. My playing weight is 205 but at six-ten, that isn't enough.

My roommate in training camp, Carl Braun, who's six-five himself, calls me 'Slim' and 'Beanpole' and teases me for my shyness when I meet people. So I guess I haven't yet lost all of my self-consciousness. Perhaps I never will.

But at least now I can smile when I look the world in the eye — even if I do have to bend down to do it.—— **The End**



Wide World

SEARS uses his height in a one-hander against Philadelphia

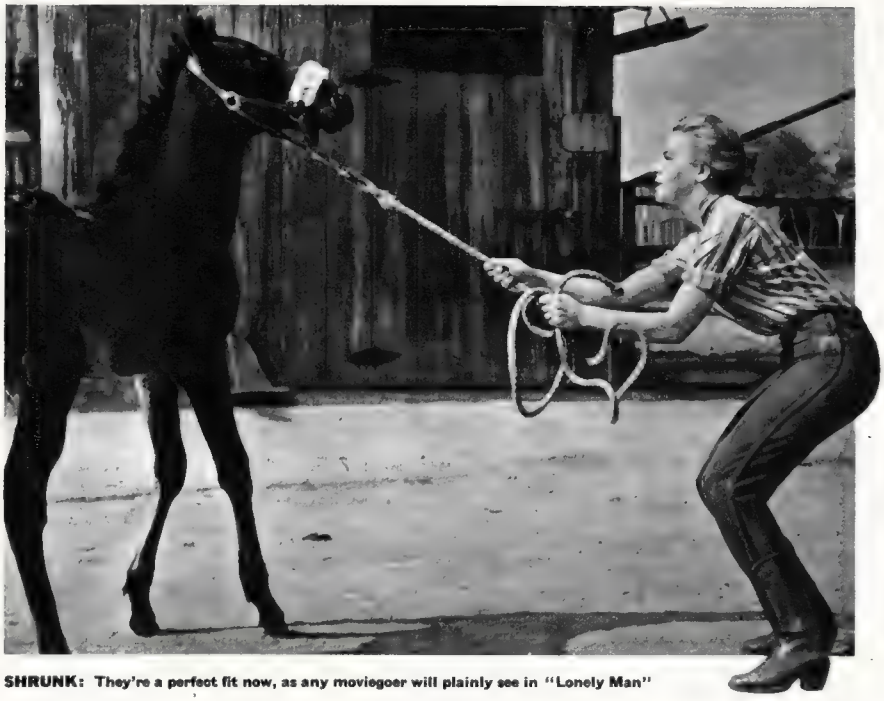
In The Pants

visiting friends, she ran into actor Rod Steiger, whom she knew from Actors Studio. Steiger's agent was with him, said — just like that — "Do you want a job?" That was on a Thursday. Next Monday, she was making a picture with Jack Palance and Anthony Perkins. Previous experience: a few TV jobs.

About the jeans. The studio fitted her with a pair, but she kept losing weight, which meant more fittings. Then she remembered how her younger brother used to tighten his bluejeans by dunking himself in the tub and then drying on a sunny haystack.

"That's how we do it back East," she triumphantly told Western listeners.

"Lady," answered a cowhand, "we've been doing that since bluejeans were invented in 1850." —— **LOUIS BERG**



SHRUNK: They're a perfect fit now, as any moviegoer will plainly see in "Lonely Man"

CUTS DISHPAN GREASE IN SECONDS

yet no "Washday Detergent Burn" to hands!

ONLY VEL HAS THIS FORMULA! PROVE IT YOURSELF

MAKE THIS 'HAND HEAT' TEST: Pour a spoonful of washday detergent for clothes into your moist palm. Feel the heat! Then try it with Vel. No heat, because Vel is free of skin-irritating alkalis that cause 'washday detergent burn'.

VEL CUTS GREASE BETTER THAN WASHDAY DETERGENTS . . . Vel contains no bleaches, whiteners, brighteners made for clothes, not dishes. Vel's active ingredient is 100% grease-cutter!

It's MarVELous

Death Wore Green

Joe had landed in a tropical paradise — beautifully overpopulated with native girls. But now his life depended upon his choice of a bride

By VICTOR CANNING

Illustrated by Perry Peterson

There are some people, kind, honest and goodhearted, who seem to have no luck in life at all. Joe Barker was like that. He was a decent, unassuming Londoner of twenty-five with sandy hair, blue eyes, a square pleasant mouth and a firm conviction that nothing would ever go right for him.

No matter how hard he tried, he never seemed to keep a job long; and no matter how nice and polite he was to them he never seemed to keep a girl long. This last worried him because at heart he was longing to be a family man and to have a home of his own. One way and another he was always getting into trouble, or doing or saying the wrong thing. In the end he got quite used to it and was no longer surprised at his misfortunes.

It was no surprise to him, therefore, when he fell overboard from the *S.S. Baroda*, five days out of Manila, somewhere in the Pacific Ocean.

Joe had gotten a job aboard as a cook. Clearing up his galley late one night, he came on deck with a can of garbage, walked aft to the stern where a section of the guard rail had been taken out and pitched the rubbish overboard. It was a fine night, ablaze with stars, and Joe put the can down and lit a cigarette. Then, as he turned to bend down and pick up the can and go back to his galley, his foot slipped on some potato peelings that had spilled on the deck. The next minute he was overboard — as clean as a whistle and with no time to shout, and the splash he made was lost in the streaming wake from the *S.S. Baroda's* screws.

In the darkness no one saw him fall overboard

By the time he came to the surface, cleared his mouth of salt water and began to shout, his ship was two hundred yards ahead and not a soul heard him. Joe trod water and watched the lights of his ship fade away into the darkness. He knew that it would be early the next morning before he was missed and, knowing what his luck was like, he guessed that they would never find him.

He was wearing a shirt and drill trousers and was barefooted. The only thing of value he had on him was a waterproof wrist watch which he had bought in Manila and of which he was very proud. He kept looking at the luminous dial of this to see how the time was going, and it seemed to go very slowly indeed. Long before dawn came, Joe knew that he was getting very tired and couldn't last much longer. He made gentle little movements of his hands to keep himself afloat and he thought of the wife and kids he would now never have, of the little business he would now never start, and he tried to figure out just who would really miss him and couldn't think of a soul.

Some time toward dawn he began to go a bit fuzzy in the head and kept imagining he could hear noises, voices calling and sounds of boats passing, but even in his exhausted state he had enough sense to know that it was only his fancy. Just as the sun edged above the far horizon and spread the sea with a silver and gold sparkle of light, Joe lost consciousness.

When he came round he felt for a moment that the whole thing had been a dream which was still going on. He was lying on his back on a beach and feeling very ill. The sun, high in the sky now, was baking his clothes dry. Over his head palm trees tossed their spear leaves in a gentle wind, and distantly he could hear the noise of waves breaking over some reef.

Crowding around him were six native girls. They were jabbering away among themselves, highly excited, and sometimes touching him as though they weren't really convinced that he existed. As for Joe, he was considerably embarrassed. The girls were as beautiful a bunch as he had seen in his life, but their idea of dress seemed to be a grass skirt and a few hibiscus flowers stuck in their hair.

Joe blushed and shut his eyes. He felt himself propped up by a soft arm, and a drinking shell was pressed against his lips. He opened his eyes and drank, and the girls nodded and clapped their hands approvingly. The one who was propping him up had a much lighter skin than the others. She smiled at him, wrin-

Wilder grew the dance — and Joe's torment

VICTOR CANNING *specializes in stories of suspense and adventure, and he travels widely in search of exotic backgrounds. His new novel, "The Manasco Road," came out in February.*

kled her pretty nose, and he saw that her eyes were brown with flecks of gold in them. Joe smiled back and kept his eyes strictly on her face. It seemed the polite thing to do and saved him embarrassment.

However, Joe's embarrassment was something he had to learn to live with. After a time four native men appeared carrying a litter with a canopy of palm leaves, and Joe was loaded aboard and borne in style from the beach to a small village. He was put in a hut, given food and coconut wine; and because the wine was strong he fell asleep, hoping that when he woke again the whole thing would not turn out to be a dream.

It didn't; and by the —— *Continued on next page*

Revolutionary NEW treatment for muscular aches and pains

Intracel

PENETRATING ANALGESIC

Now for the first time—a cool, soothing liquid that penetrates through the tissues to put pain to sleep

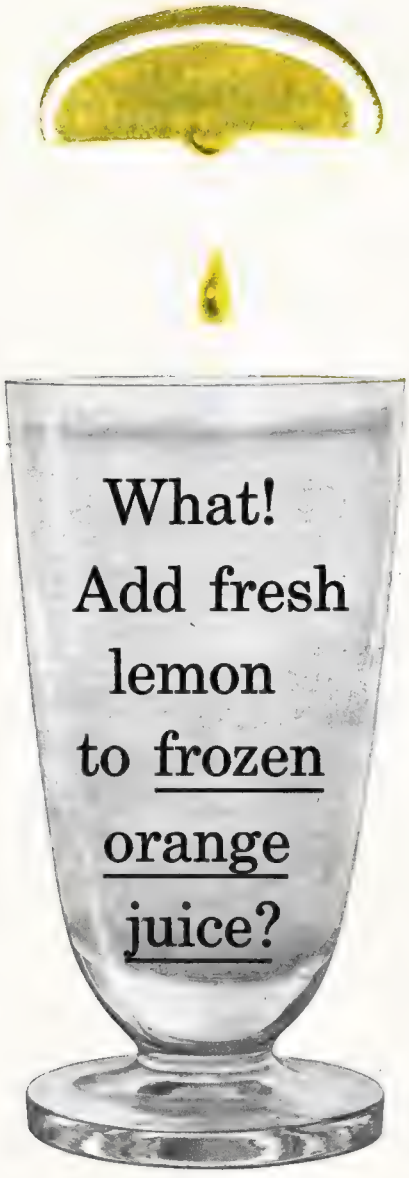
It's new . . . it's unbelievably effective! INTRACEL represents a revolution in the science of treating muscular aches and pains—the first great advance in centuries. INTRACEL contains an amazing penetrating agent that enables fast, effective pain-killing ingredients to be absorbed right through the skin and deep down into muscle tissues. *It actually puts pain to sleep!*

Modern INTRACEL is unlike old-fashioned salves and liniments containing turpentine, camphor and red pepper that can burn and blister the skin. It is a clear, greaseless, fresh-smelling liquid that feels cool and comforting. Apply liberally—no need to rub it in. It *penetrates!* And INTRACEL does its work gently, safely, *painlessly* in the matter of a few minutes. Your pain is all gone before you even are aware that INTRACEL has penetrated into the afflicted tissues.

New INTRACEL costs a little more than old-fashioned preparations ($1.49 a bottle). If you don't think it's worth *twice* that, your druggist will refund your money.

No longer need you suffer from muscular aches and pains due to exertion and exposure • sprains and strains • muscular stiff neck, sore arm, aching shoulder and back • muscular lumbago • simple neuritis and neuralgia • INTRACEL gives temporary relief from minor pains of arthritis, minor rheumatic pains • reduces swelling • eases muscle cramps • improves circulation • relieves pain of headaches, tired feet, cold sores, bruises, sunburn, bee stings and other insect bites • eases pain of toothache when rubbed on gums and jaw • relieves itching from hives, poison ivy and poison oak • for persistent pain, apply compress saturated with INTRACEL.

VCA LABORATORIES, NEW YORK AND LOS ANGELES



Yes! Because frozen orange juice can get to be so humdrum—and taste as pale as it looks! A generous squeeze of fresh lemon perks it up, gives a lively, new tang and adds a spark of freshness. Tomorrow morning serve Sunkist lemon wedges with each glass of frozen orange juice. Use them just as you do with tomato juice. Breakfast will taste better, smiles will be brighter. Try this new idea tomorrow.

Remember to remember

FRESH **Sunkist** LEMONS

Look for the Sunkist quality stamp

Continued from page 21

Lei-lei Loved Joe

next day Joe knew where he was and what it was all about. He had been pulled out of the sea by the six girls who had been out fishing in a canoe, and he was on a small atoll named Alifa which was one of the Caroline Islands and well off any trade routes. Not for twenty years had a white man been to the island. But that wasn't the reason why Joe was such a sensation. The explanation was given to him by an old man called Raua who had once been a mission boy in New Guinea and spoke some English.

"On Alifa," he said, "always plenty more women than men. Six girls who rescue you have no young men to marry. All want be bride to you."

"What? All six?" Joe's eyes widened.

"No, no. We good people. One man, one wife. You marry one girl from six. New blood, new babies, maybe plenty boy babies. Not like last time. Gods send white stranger from the sea. He pick bride of gods, but only have damn girl babies. So, women put him in boat and send him away... Maybe drowned. Perhaps sharks eat."

"You really mean I'm expected to marry one of these six girls?" Joe couldn't get over it.

"Damn sure."

Joe, for the first time in his life, felt that his luck was turning. Usually girls wouldn't look at him. Now he had six

—*Continued on next page*

Deeper-penetrating lanolin

carries vital moisture deep into your skin

The special moisturizing action in Pond's Dry Skin Cream works fast . . . eases away that dry "tight" look . . . leaves skin silky, *young*. This homogenized lanolin penetrates *deeper* . . . acts within skin to soften dry lines. Get months of dewy skin smoothings from one large jar!

Homogenized lanolin . . . so effective . . . more women use it than any other dry skin care

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Continued from preceding page

Joe Had A Choice Of Death Or Marriage

to choose from. At this moment Joe's eye fell on Lei-lei who came up to the hut with his midday drink of coconut wine. She was the lighter skinned girl whom he had first noticed on the beach, and much more since.

Although all the young girls looked after him and treated him like a king, Lei-lei went out of her way more than the others to see he had everything. There was no doubt about it that she had taken a fancy to him; and, if the truth had to be known, Joe had taken a fancy to her.

"Well," said Joe, "it won't be difficult to pick the girl I want."

Raua shook his head. "Very difficult to pick. Six girls all want you. No can agree which have you. So, young girls go up to mountain top and dance for gods. Then gods say which one will be bride. Always same thing when more than one girl want same man."

"Doesn't the man get any say in this?" asked Joe indignantly.

"Damn sure, no. Women run things on Alifa. After gods pick bride, young girls come down and dance for you. You pick right one, if not . . . "

"If not, what?"

"Everyone take spears and kill you, or gods get angry."

"What?" Joe frowned. "But how am I expected to know which one to pick?"

Raua's wrinkled old face split with a sly grin. "You pay Raua well. He tell you when time come how to pick bride of gods. Women no want young man killed. They make plan with Raua. Give sign. Very easy."

"But I've got no money. How can I pay you?"

Raua chuckled. "Fine watch you wear. You make present to Raua? Damn sure, yes?"

Joe handed over his watch.

There were two weeks to go before the new moon and the bride-picking ceremony. In those days Joe and Lei-lei saw a lot of each other. They went for walks together and Joe taught her a little English, and she told him that she was the daughter of the last white visitor — a Scots engineer who had fallen overboard drunk from his ship. In no time at all Joe had lost his heart to her, and Lei-lei felt the same way about Joe. On the night before the new moon they walked on the beach together, and Joe slipped his arm around her waist.

"If you're not elected, lass," said Joe, "I don't know what I'll do. No, that's not honest. No man wants his back full of spears. Oh, damn!"

Lei-lei looked up at him tenderly. "Lei-lei love Joe. Joe love Lei-lei. Gods maybe pick Lei-lei for bride."

"Not if I know my luck . . . " sighed Joe.

At noon the next day there was a ceremonial feast, suckling pig, fish, taros, bananas, breadfruit and plenty of coconut wine. Afterward the six young girls, singing and dancing, filed away into the jungle toward the mountain that dominated the little island. Joe waited under a palm tree, and the rest of the village sat around polishing and sharpening their spears, full of good humor for they were sure that Raua would tip the young white man off which girl to pick.

As dusk began to fall, the sound of singing was heard from the jungle, and then into the village clearing came the procession of young girls, all carrying torches. Joe, sitting on a dais in the center of the clearing with Raua beside him, said, "Come on, Raua — how do I tell?" He was overanxious, angry and a little tipsy from too much coconut wine. Fine thing that a man couldn't choose his own wife!

Raua said, "Very easy. Raua, he arrange sign. All girls wear grass skirts, each different color, green, yellow, so on — but bride of gods wear red skirt." And with that Raua slipped away.

Joe sat there with Raua's words ringing in his head. Pick the girl with the red skirt. But how could he?

"Hey, Raua!" he shouted for the old man, but Raua was lost among the dancers. Wasn't it just like his luck, thought Joe, his heart sinking as he saw the villagers, spears in hand, watching him. For any other man to pick out the one girl among the six in a red skirt would have been easy. But not for Joe. One of the things that had always embarrassed him, could even have been the reason for a certain inferiority complex in him, was the fact that he was color blind and couldn't tell red from green. All reds looked green to him.

The young girls swirled round him, clapping their hands and swaying, all of them wearing grass skirts and garlands of flowers. Wilder and wilder grew the dance, and then suddenly with a great shout they stopped and stood silently before him. Joe rose, his eyes sweeping along the row. There was a cold sweat on his brow. For the life of him he couldn't tell which was wearing the red skirt. Out of the six girls he eliminated four, but both the last two seemed to him to be wearing green. And Lei-lei was one of the two. But did she have the red skirt or the other? Then, because he loved Lei-lei, Joe stepped down, said a silent prayer to himself that he might be right, and took her by the hand.

The next moment, from the howl of rage that went up from all the other women and the sudden flash of spear tips in the torchlight, he knew that he had chosen wrong.

Lei-lei saved him. She turned and ran for the jungle, dragging Joe with her.

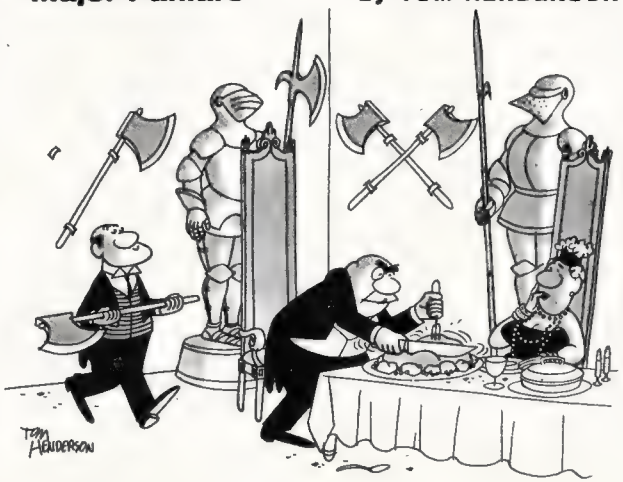
Joe never understood how they made it, but they did. Lei-lei went like the wind and he followed. Half an hour later the sound of pursuit was far behind them and, when they reached the other side of the island, Lei-lei found a fishing canoe and they pushed off into the darkness. Two days later a liner picked them up.

They keep a little restaurant now, and a more devoted couple it would be hard to find. They've got two boys and a girl, and when the kids are in bed at night Lily Barker looks across at her Joe thinking what a wonderful man he is. The bravest in the world . . . the kind of man who for love of her defied the island gods and risked death from her people's spears.

And Joe, for his part, has become expert at hiding his color blindness. Although he loves her with all his heart, he has had the good sense not to tell her the truth behind his choice. After all, in the happiest marriage, there's no harm in keeping some things to yourself. —— **The End**

Major Fanfare

By TOM HENDERSON



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Fashion Find

Southern Wedding Belle

Spring brides are turning romantic again

In recent years, brides have been dressing more and more like guests at the wedding. But now there's a swing back to the young, romantic, pretty, full-skirted look, particularly the look of the Old South.

The bouffant wedding dress below (about $140) was designed by Gaston Mallet for Murray Hamburger. A Frenchman who is impressed with the luxury of pre-Civil War American fashions, Mallet got the idea for the gown on a trip to Williamsburg. It is made of re-embroidered cotton batiste, with a rounded, shirred skirt, a scoop neck, short baby sleeves and a pale blue satin cummerbund sash to tuck the bridal flowers in. —— **JOAN RATTNER**

Ormond Gigli

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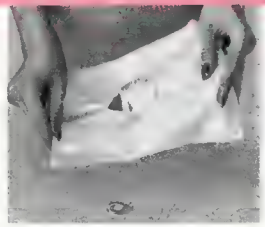

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Rainbow

This colorful dessert, already a favorite in San Francisco, will surely make a hit at home

A prism cake lights the tray. Signal beacons flash red, yellow, green. This dessert was developed to make its debut in October at the International Cooking Olympics in Frankfurt, Germany. Our American team, you will remember, was awarded a special gold cup because its hot dishes were served hot and cold dishes cold, because of the unusual eye and taste appeal of each presentation, and the high degree of neatness shown.

But this prism cake wasn't there. Paul Debes, Chef of the St. Francis Hotel in San Francisco, one of the four-man team representing the United States, was to have included this fantasy with his menu of the day. A crowd stopper, he figured, its colors variable as the glitter of sun on water.

Although the cake didn't get a showing, it belongs in the blue-ribbon class. The American team in its concern over transporting by plane all the necessary foodstuffs, gave up much in the way of cooking utensils and arrived short on bowls, chopping boards and molds. As a result, a number of fine dishes were sacrificed to give place to such all-American foods as Idaho potatoes, blue-ribbon roast beef and the avocado. One that went by the board was this jeweled gelatin cake. Here is its first at-home appearance.

San Franciscan readers may have met prism cake earlier this winter, as Paul Debes has been serving it regularly on the St. Francis menu as Rainbow Dessert.

Prism Cake

1 package orange-flavored gelatin
1 package cherry-flavored gelatin
1 package lime-flavored gelatin
3 cups hot water
1½ cups cold water
1 cup pineapple juice
¼ cup sugar
1 package lemon-flavored gelatin
½ cup cold water
1 cup graham cracker crumbs
¼ cup butter or margarine, melted
2 cups heavy cream
½ cup heavy cream (optional)

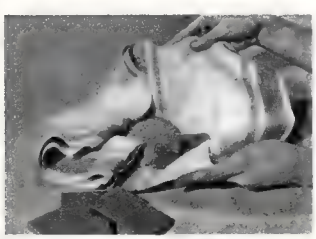
Prepare the first three packages of gelatin separately, using 1 cup hot water and ½ cup cold water for *each*. Pour into separate 8x8x2-inch pans and chill until firm. (For a hurry job, chill in ice trays, cube sections removed.) Combine pineapple juice and sugar and heat until sugar is dissolved. Remove from heat and dissolve lemon gelatin in hot liquid; add remaining ½ cup cold water. Chill until just syrupy. Mix crumbs

This Week's Quick Trick

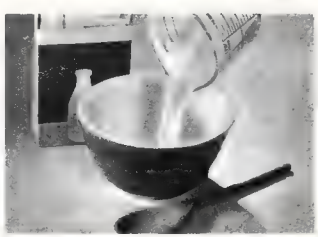
Cut Your Time And Calories

Crumbs: Place graham crackers on tea towel, fold to keep crumbs from scattering; crush with rolling pin. Shake crumbs together, recover, re-roll and repeat until crumbs are of even fineness. Crumbs may be rolled in plastic bag; watch out for tearing. Ten crackers make one cup crumbs. Pre-rolled crumbs are available too.

Low Calorie Frosting: This dessert is rich, rich. If you wish, use whipped dried milk instead of a frosting of cream: place ½ cup water, 1 tablespoon lemon juice and ½ teaspoon vanilla extract in small bowl of mixer. Sprinkle in ½ cup non-fat dried milk. Turn beater to high speed; whip for 8 to 10 minutes. It looks, tastes like real cream.



Roll the crumbs in a folded tea towel



Use whipped dried milk instead of cream

By CLEMENTINE PADDLEFORD

This Week Food Editor

Cake

with melted butter. Press crumb mixture smoothly over bottom of a 9-inch spring-form pan. Whip the 2 cups cream and pour into it the syrupy lemon-flavored gelatin. Cut the firm orange, cherry and lime gelatin into cubes about ½ inch square. Do it this way: dip sharp knife into hot water and score gelatin, dipping knife after each cut. Run hot knife around edge of tray. Lift out gelatin with wide spatula, hot water dipped. The pieces fall apart easily, each a perfect cube. Fold into whipped-cream mixture, then pour into spring-form pan. Chill 8 hours in refrigerator. Before serving remove sides of pan only. If desired, frost sides of cake with ½ cup cream, whipped and sweetened. Yield: 16 to 20 portions. —— **The End**

A HEAVENLY creamy mixture filled with color

James Viles

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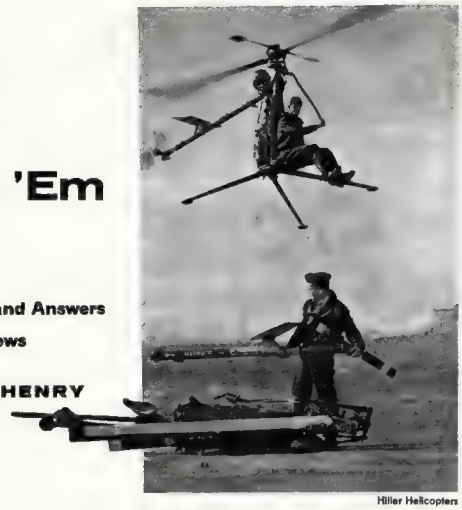
Quiz 'Em

Questions and Answers from the news

By TOM HENRY



Hiller Helicopters

WHIRLY-BIRD: It's a do-it-yourself item

First . . . *The Marine Corps has come up with a "do-it-yourself" helicopter. How long does it take to assemble?*

One person can do the job in less than 10 minutes. *— Mrs. K.B., Lemay, Mo.*

Landmark . . . *An unusual site was recently made a state historical landmark in California. What is it?*

The old barn where Hollywood's first feature-length movie, "The Squaw Man," was made by Cecil B. DeMille in 1913. *— N.R.R., Phoenix, Ariz.*

Cost Of Sitting . . . *How much are the nation's baby-sitters paid annually?*

An estimated $1,000,000,000, according to the Census Bureau. *— Mrs. E.W., Minneapolis*

Hats Off . . . *Dr. Arthur Dye, a Charlotte, N. C., osteopath, won enough points at the recent national bridge tournament at New Orleans to become the first blind player to achieve bridge's top honor of life master. How did Dr. Dye accomplish the feat?*

He used braille cards. The dummy hand was read off to him. The other players announced their plays as they made them. The rest was up to the doctor and his memory. *— H.S.B., Richmond, Va.*

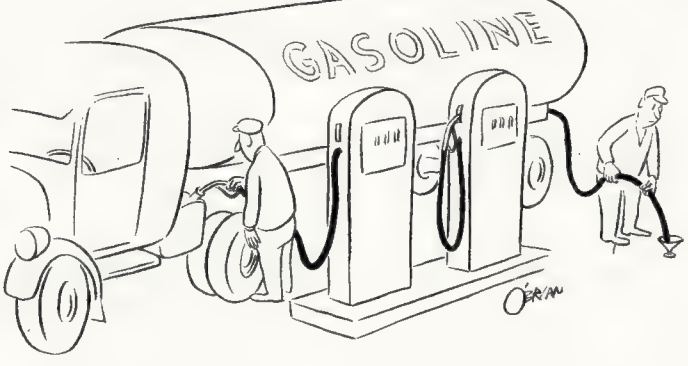
Oldsters . . . *What two of our 48 states have the highest proportion of elderly people?*

Iowa and New Hampshire. One person in nine is 65 years or older. *— I.A.K., Concord, N. H.*

Gum-Chewers . . . *This year alone, Americans are expected to spend 165 million dollars for chewing gum. What new product has recently been added to gum?*

Silicone — and the result is a gum that won't stick to furniture, floors, or shoes. *— Mrs. A.S., Victorville, Calif.*

NOTE: We will pay $2 for a question and answer used in this column. Questions are based on current news, and clipping of news source must accompany answer. Address: Tom Henry, THIS WEEK, 485 Lexington Avenue, New York 17, N. Y. Unaccepted contributions cannot be acknowledged or returned.



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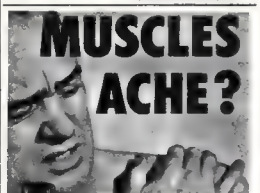

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TRANCE: It's induced by having patient focus attention on hypnotist

When Hypnosis Helps

It's a valuable clinical tool, says this doctor — but in non-medical hands it can spell danger

By MONTAGUE ULLMAN M.D.

Dr. Ullman: assistant clinical professor of psychiatry at New York Medical College

Discoveries in medicine are sometimes found to work long before science can provide an accurate explanation of *why* they work. This is partly true for hypnosis. The fact that our understanding of hypnotism, while growing, is still incomplete has made it a favorite topic for lurid literature. Clustered about the reality of hypnotic phenomena is a wide range of wild theories, some which claim it will cure all ills and others which even relate it to reincarnation. All such writings capitalize on the considerable amount of ignorance, gullibility and awe surrounding the subject.

Hypnotism today is proving to be a useful tool to the doctor. If we replace the fictional Svengali with the trained psychiatrist, and Trilby with the self-respecting patient seeking help but at all times possessing a mind of her own, we have a truer picture.

The art of hypnotizing another person involves the setting up of a very special, quite complicated relationship between the subject and the hypnotist. The hypnotic trance is an altered state of consciousness. The subject temporarily gives up certain critical faculties, and also develops an emotionally charged relationship to the hypnotist, who becomes the sole representative of the outside world impinging upon the subject's awareness.

The method of inducing an hypnotic trance varies, but the purpose is to cause the subject to focus his attention on the hypnotist, to the exclusion of everything else. Some hypnotists accomplish this by suggesting the patient is sleepy, others induce fatigue in the eye muscles by concentrating the patient's gaze on a pinpoint of light, a crystal ball or a fingertip.

The patient's reaction to hypnosis also varies. He may drop into a heavy trance, and awake without remembering anything. He may be aware of "dropping off" or "floating away." In some cases he may feel completely in possession of his faculties, but if the hypnotist tells him he can't open his eyes, he doesn't — although he thinks he could if he wanted to.

Despite the popular belief, one requirement for hypnotism is that the patient must have a conscious willingness to be hypnotized. Indeed, strong emotions like fear can block the process, even if a person wants to co-operate.

A similar blocking occurs in the deeply hypnotized subject if he is asked to perform acts that are morally abhorrent to him. He may either balk at the act or awaken abruptly.

Another myth is that only the hypnotist who induced the trance can bring the patient out of it. The truth is that if a patient were left alone the trance would end itself, perhaps merging into natural sleep.

In the hypnotic state certain effects, both mental and physical, can be brought forth which go far beyond the subject's waking abilities. In the area of memory, for example, the hypnotized person may recall very early childhood experiences otherwise inaccessible (but not, of course, anything that occurred before he was born).

Cure For Warts?

It is often possible to obtain striking alterations in the sensory threshold. Skin responses to pain may be heightened or completely abolished. Physiological effects, such as influencing the rate of sweat secretion or causing localized changes in the blood supply to the skin, are subjects of active research at the present time.

Investigators are now also studying whether changes in the skin brought about by hypnosis may play a role in the disappearance of warts. (When Tom Sawyer recommended "spunk water" for Huck Finn's warts, it probably was the suggestion that turned the trick.)

The medical value of hypnosis comes from those properties. It is a useful tool to the psychiatrist, although no substitute for the usual psychiatric methods. It may be used to reconstruct memory gaps in the patient's life, to expose areas of —— *Continued on next page*

THIS IS NO. 77 *in* THIS WEEK'S *AMA-authorized Good Health series. Next week No. 78: "Antibiotics: Handle With Care!"*

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✚ Tweed Hair Spray by Lentheric... first to bring you an exciting new high-luster, no-lacquer formula that holds your hair prettily, softly, *far longer!* And it's wonderful for pin curls, too! ✚ First to bring you a graceful, hand-fitting bottle that aims far more easily. Front, back, sides... no curls missed, none over-sprayed! ✚ And first to bring you this enchanting fragrance . . . a touch of world famous Tweed, by Lentheric!

✚ **Beautiful spray bottle, $1.50 plus tax**

SMOKEY SAYS

be careful...

- with matches
- with smokes
- with campfires
- with any fire

Remember—only you can PREVENT FOREST FIRES!

Continued from page 29

Halting Hysteria

mental conflict, and to enable him to reveal feelings too painful to bring out while awake. In this connection, it proved of great value during the war in alleviating the severe panics and anxiety states encountered in combat soldiers.

One of its most dramatic uses is dealing with symptoms, such as paralysis or blindness, caused by hysteria. Its use has been extended to nervous disorders of the heart, stomach and other organs. In some cases the pain of peptic ulcer has been alleviated by hypnosis.

But symptoms have a way of disappearing only to reappear in another form. Whenever hypnosis is used for symptomatic relief, whether from a minor distressing habit or a severe handicap, such as an addiction to drugs or alcohol, it should be accompanied by psychiatric therapy.

The hypnotist's ability to lower the pain threshold has aroused much interest in its use as surgical anesthesia. Although it has worked for minor surgical procedures such as those used in dentistry, and in some instances for major operations, it is not practical in most cases. The same holds true for hypnosis in childbirth.

The value as well as safety of any medical procedure depends on the training and experience of the individual employing it. This is particularly true with hypnosis. If the subject is inclined to be emotionally unstable, hypnotism in unprofessional hands can trigger serious personality changes. Another danger is the use of hypnotism to remove symptoms of serious organic diseases.

Hypnotism is a useful tool in the right hands. But despite glowing claims, it is simply a medical technique. It is neither parlor trick nor panacea. —— **The End**

Why hundreds of doctors prefer CUTICURA for

Teen Age Blemishes*

Fast Relief—*often in 7 days!* When you use Cuticura Soap and Ointment, unsightly blackheads, *externally caused pimples, flaky dryness, oily shine are usually relieved in record time.

See New Softness, new freshness, radiant new complexion tone! Cuticura does more for you because: Cuticura Soap—mildest of all leading soaps—is superemollient and mildly medicated to maintain natural moisture. And Cuticura Ointment softens as it helps heal. Get Cuticura today!

Send 10¢ (no stamps) to cover mailing for generous trial size Cuticura Soap and Squeeze Bottle Shampoo. Address Cuticura, Dept. TW-73, Malden 48, Mass.

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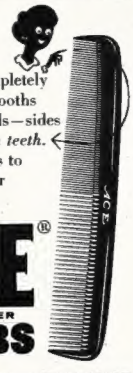
"Don't lend your comb, don't borrow others."



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ACE® HARD RUBBER COMBS

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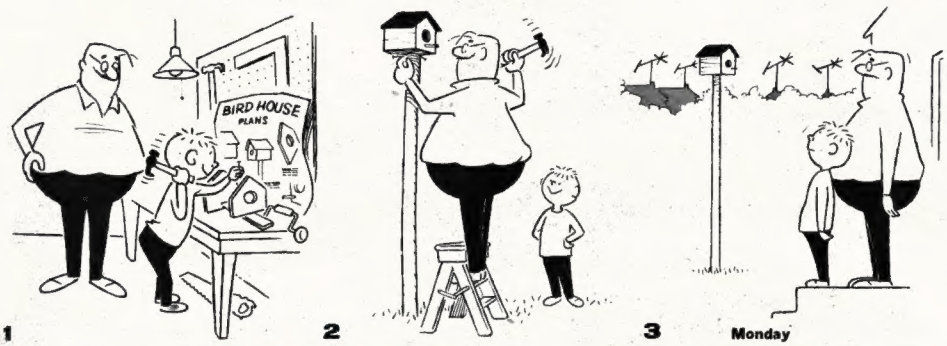
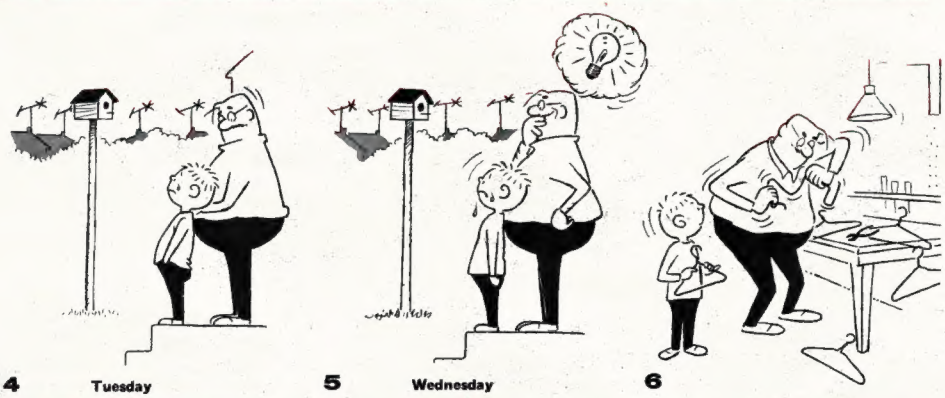
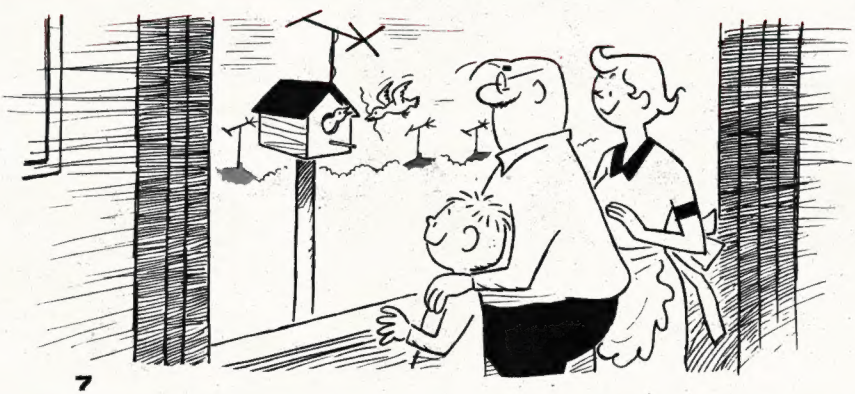
Home Tweet Home

"This is for the birds," father said — and it was

By GEORGE WOLFE







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HOW WILL WE EAT?
CAN WE KEEP OUR HOME?
HOW WILL WE MANAGE NEW CLOTHES?
CAN MOTHER TAKE IN THE CHILDREN?
WHAT'S GOING TO HAPPEN TO US ALL?
MUST WE GIVE UP THE CAR?

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